# LENSOLOGY AND SHUTTERISMS

WOLLENSAK
OPTICAL COMPANY
ROCHESTER, N.Y.

MAY-JUNE

Let's all say in chorus--

I am not a Virginian,
—but—an American,

—*Patrick Henry*

Lensology & Shutterisms

Published Bi-monthly for and in the interest of Wollensak dealers by the Promotion of Trade Department

Vol. V May - 1917 - June No. 3

# You should have been there--

IT WOULD HAVE DONE YOUR HEART GOOD—to see that splendid display of American patriotism.

It was at noon on Saturday, April 7th that the great demonstration took place. All week our factory had been decorated throughout with the colors of Old Glory with large flags in each department and a small flag at each individual bench, lathe or desk. The whole factory was a blaze of red, white and blue. The spirit of "America My Country" was at its height when our entire force 300 strong marched forth that noon four abreast and took positions on the front lawn while an employee—one of Uncle Sam's loyal sons in uniform raised the Stars and Stripes, 8 x 12 feet in size to

the top of our new 55 foot flag pole. Cheer upon cheer rent the air and the Star Spangled Banner was never sung with more fervor than at that time. If you had only been there you would have felt at your heart strings a certain tugging that called you to realize by what was being enacted before your eyes, the spirit of Americanism that has grasped this beloved land and called it forth to stand by the principles it holds most dear and fling defiance in the face of tyranny and self aggrandizement.

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## A Proclamation

Whereas—Dealers assembled in annual convention at Detroit, Michigan decided that the margin of profit on photographic goods sold was small.

Whereas—Many have been compelled to put in sporting goods, phonograghs, fountain pens and the like to keep up profit and remain in business.

Whereas—Discounts are generally given on most articles in the photographic line while list prices are adhered to in selling phonographs, fountain pens and the like.

Whereas—The photographic industry is large enough to provide for all a living of ease and comfort and little worry.

We the Wollensak Optical Co. of Rochester, N. Y. do hereby proclaim and declare that a state of unrest exists in the realms of the photographic supply dealers and do hereby call all dealers in photographic supplies to rally round the standards of Better Business Conditions—Larger Profits—Greater Co-operation—and Fraternity Spirit, and do charge them with the most careful consideration of their problem in these times which may prove most trying.

We do further proclaim that unless the spirit of competition in its much abused sense is defeated and a standard of inter-dealer co-operation set up the state of unrest can not be wiped out but will live on to curse the industry.

We do call every dealer to consider most carefully the matter of cut prices as the business evil productive of this state of unrest and urge that in local city dealer organizations as well as in the national body steps be taken to the end that merchandise will be sold at a margin of profit sufficient to meet essential expenses and provide a living for the dealer and not a mere existence.

We do further declare that if this is accomplished it will create a new feeling of confidence between dealer and consumer, dealer and dealer and dealer and manufacturer. It will also cause to dawn on our beloved industry a new era of business integrity and incidentally retain the atmosphere of quality about a product that the manufacturer has spent much time and money in creating.

Who now will serve this industry in this most strategic hour for such a service let him shout aye! so all the nation can hear.

# Verito Diffusing Stops Have Taken the Country by Storm

There's no doubt about it; our order department can vouch for it and if you will read the enclosed circular pertaining to these stops you will realize why the country has gone mad in its interest over this latest and most helpful addition to the field of enlarging. Dealers are finding it much to their advantage to carry a supply of Veritos with Diffusing Stops in stock and the small dealer will find a 5 x 7 and a $6\frac{1}{2}$ x $8\frac{1}{2}$ size a valuable addition to his stock at this time. If you have not these lenses in stock our suggestion is to mail the order to-day for a day's delay may mean a sale's decay.

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There is no use taking advice if you don't know what to do with it.

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Warmed over resolutions are better than none at all.

## Robert Lansing

This is no doubt the best photograph of the Secretary of State who is being trusted with a most responsible task in the discharge of his duties in his important position during this war crises.

Photo by Harris & Ewing, Washington, D. C.
with a Series II Velostigmat lens F:4.5.

## Josephus Daniels

A popular photograph of the Secretary of the Navy who has figured prominently in the gigantic program set forth for this branch of our National Defense.

Photo by Harris & Ewing, Washington, D. C.
with a Series II Velostigmat F:4.5 lens

One of the ads run in the May Trade pu

Read circular enclosed and post yourself

# ERITO

## DIFFUSED FOCUS

ns for the Artists use in
cing pictures as the eye
– with a quality of soft-
that is truly distinctive.

F.4

lens also to be used with
ERITO DIFFUSING STOPS
aking enlarging more enjoy-
ble for the amateur and more
rofitable for the professional.

LLENSAK OPTICAL CO.
ROCHESTER, N.Y.


lications in the interest of Wollensak Dealers.
on these new Diffusing stops for the Verito.

# Many Responded--
# Did You?

The last issue of L. and S. called your attention to a practical book on Lens questions and answers that we contemplate producing and it urged that our dealers send us the questions they are asked in regard to lenses.

Many responded and as a result we have a very nice assortment of the "one hundred and one" questions propounded. We issue another call however and we want that the booklet should be most comprehensive and that all of our dealers who can may have an opportunity to co-operate with us in making it most practical.

Have you a question in mind that would be helpful to the other fellow if answered in this book?

Send it on—to-day.

# Request Slips

Many are the times we have called your attention to these slips through these pages but in in view of the help we have been able to render our dealers by their use of them we feel that we cannot too often urge upon you the advisability of your use of these slips.

If you never have used Wollensak Request Slips start to-day. It is one of the links in the chain of service that bind us in co-operation with our dealers in their effort to serve their customers with the Wollensak Product.

A postal will bring a booklet of slips by return mail.

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If you think you have to apologize for your friend—you are not one.

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Make the most of your joys; your troubles will make the most of themselves.

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Heaven also helps those who pretend they are happier than they are.

April 17, 1917

Wollensak Optical Company,
Rochester, New York

Attention Mr. J. A. Dawes

Dear Mr. Dawes:--

We appreciate your letter of April 10 very much, in reference to the matter of marketing your products at list price, and feel that this is the only proper policy for manufacturers to adopt in order to do business.

It is regrettable to think that some merchants will give away practically all of their profit simply to prevent the other fellow from making a sale, and we assure you that we shall do everything in our power to assist you in carrying out your plan.

From this time on your products will be sold at list price in our store, and we shall be only too happy to refer to you any instances of price cutting that come to our attention.

We thank you for your interest in our behalf and wish you every success.

Yours very truly.

The above is a copy of a letter just received from one of the Large stock houses. Who else will write me a letter like this? Will you?

Ft. Bliss, Texas
Feb. 27, 1917

Wollensak Optical Co.,
Rochester, N. Y.

Dear Sirs:-

Kindly mail me copy of your lens catalogue and shutters. I own a Velostigmat F:6.3 and it gives better results than some imported $200.00 or $300.00 lenses.

Yours respectfully,
Robin C. H. Morse,
Supply Co, 1st, F. Bri.,
Signal Corps

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Synard, Sask., March 12, 1917

Wollenak Optical Co.,

Sirs:-

I already own four of your Velostigmats in digerent sizes and series which are giving perfect satisfaction.

Yours truly,
E. G. Brand,
c-o the Waynard Studio

# The Die Is Cast

This is the expression heard most generally after our President formally declared a State of War to exist between this great nation and the Imperial German Government. And the die IS cast for as I write these lines the most stupendous military plans the world has yet known are being formulated and put into action. Boys of Rochester as of other cities have already gone away to the call of Uncle Sam and more are waiting the call. The Spirit of 1776 is sinking into the background as compared to the the Spirit of 1917. Yet amid it all there is no great shouting—no sham display, but a solid spirit of Americanism founded upon the principles of liberty, human rights and a vision of a Universal Democracy where war for self-aggrandizement will be no more, is binding together each heart worthy of its place beneath the Stars and Stripes into a mighty nation fighting for a purpose which we believe to be right and

which all the Dynastic thrones of tyranny in the world can not defeat.

We do not know what the future may hold for us but we do know or have every reason to believe that the days—weeks—months—yea perhaps even years ahead will be days of anguish calling for sacrifices small and tremendous and days wherein each of us whether on the firing line or at home must prove himself or herself a true American. We are marching into a period of time wherein we must shake off some of the habits we formed during the three years of plenty just passed, we must forget the luxury we have enjoyed for we have of one accord taken a stand for that which we believe to be a worthy cause to sacrifice our life blood and if this be the case then how much more must we sacrifice those things which are external and in most cases harmful.

We must awake as a nation to a higher moral living—a business sphere of greater integrity and national loyalty of ever increasing

intensity. We must apply the principles of American righteousness to our every action, in the discharging of our smallest obligation, in every phase of our living.

We, and by we I mean every one who lives beneath Old Glory and accepts the shelter of its folds and the unparalelled privileges it affords, irrespective of the country of our birth, must so act that no blemish shall be placed upon the record which is now spotless in the eyes of the world and in the conscience of every American.

I call on you therefore my friends as one American to another to stand united back of our President proving yourself in every instance a true American and thus keep the Red a bright crimson, the White a pure white and the Blue a reflection of Heaven itself from whence we seek our guidance.

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You don't get any further on the Highway of Life by arguing with Fate, the Traffic Officer. Drive on, David!

# Parable of the Sluggard

1—And the wise man sayeth, why doth the guy stick close to the feathers and pound his ear when he should be stirring?

2—Why doth he bolt his breakfast like an ostrich and forget to kiss his wife as he hurryeth away?

3—Why doth he arrive late at the office and kid the boss with the frazzled tale of the coal wagon which breaketh down on the car tracks?

4—Why doth he appear like thirty centavos (Mex.) and wonder why he doth not get a raise?

5—Yea, why doth the Old Man say, Thou art a hot sketch, Horace!

6—Verily, I say unto you, it is because he knoweth not of Big Ben nor any of his relation. He doth not diligently peruse the advertisements.

7—The wise man sayeth, he is a fool, because he dallyeth with the feathers when he should be up bed-times.

8—Lo, one fine morning, when his top garment is in hock, he arriveth late to work, as usual. The boss sayeth unto him: Go to, thou sluggard. Thou needeth sleep, apparently, more than thou needeth, dough. Hereafter, sleep thy head off. And the boss waxeth angry and separateth the boob from the payroll.

9—And the man goeth away sorrowfully and hireth a mule to kick him.

# Allegiance to our Flag

Hail, glorious flag, our flag of the free,
Long may you wave on land and on sea,
Our Star Spangled Banner gleaming we see,
From spire and mast, beacon light of the free.

Old Glory, let her wave, so glorious and free,
Defender for all that is just and against tyranny.
Not treason lurks in thy beautious folds,
But purity and courage alike it upholds.

Pride of our nation, flag of Red, White and Blue,
Thy sons and daughters pledge allegiance to you.
Since war is declared our boys are ready to go,
And under thy guidance they will conquer the foe.

Flag of our country we all salute thee,
Forever and ever our hearts turn to thee,
With faith and trust in thy magic power,
To protect our interests in this trying hour.

God bless our flag wherever unfurled,
Proclaiming friendship, charity and love to all the world.
For 'neath its protecting folds we may rest,
With freedom and equally blest.

God grant that in the years to come,
Our flag unsullied, may remain,
To wave over our peaceful land,
With peace and prosperity at her command.

—Grace M. Oliver, Rochester, N. Y.

THE HARSHEST, SHARPEST, MOST WIRY AND CONTRASTY NEGATIVES are made to breathe a softness of quality, yet not loosing the detail of the original through VERITO DIFFUSING STOPS to the enlarging paper resulting in an enlarged print, the beauty of which cannot be described, as there is no parallel with which to compare it.

The use of these stops is the simplest part of them.

They are three in number. Only one is used to make an enlargement, each stop governing a different degree of diffusion, stop No. 1 a minimum degree, stop No. 2 a medium, and stop No. 3 a maximum degree of softness.

TO USE. Focus the enlargement through the Verito at F:32 then having it sharp open lens diaphragm to F:4 (the full aperture) then insert the stop desired, either 1, 2 or 3, and expose. That is all there is to it. The scientifically calculated openings in the stops coupled with the quality of the Verito Lens control the softness even from the sharpest negatives.

YOUR OLD VERITO that you may now be using can be adapted to use Verito Diffusing Stops or you can order a new lens so fitted. The price is the same in either case, only $7.50. Send your present Verito to your dealer to be fitted for $7.50, or let us send you a new lens for trial fitted with diffusing stops at $7.50 above the catalog list prices.

Diffusing Stops do not effect the using of the Verito for Pictorial Portraiture or Landscape Work. They are an additional asset for use in enlarging only.

*"Let the User Judge."*

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WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.

Announcing a set of

# DIFFUSING STOPS

for use with the

# VERITO

in the making of

# PICTORIAL ENLARGEMENTS

BEAUTIFUL PICTORIAL ENLARGEMENTS with a rare quality of diffusion not to be duplicated by any other method known are now easily within the reach of both professional and novice.

THE PROFESSIONAL PHOTOGRAPHER has by the advent of these diffusion stops placed within his hands a tool enabling him to give to his trade a quality enlarged print commanding a much higher price than the ordinary enlargement, whether it be through the straight anastigmat or by the various attempts at diffusion.

THE AMATEUR FINISHER likewise has opened to him a brand new field into which he can put his effort, feeling certain that he can by using these stops with a Verito Lens "deliver the goods."

THE CAMERA CLUB is benefited by being given a device whereby they can transfer to a large print that individuality and softness, yet retaining the detail beneath it all that they have worked so hard to get in their original negatives.